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REAL SUCCESS PHOTO DRAMA LIES IN PLAY

Director of New Aloha Company Says Beautiful Scenery is Second Consideration

"Successful photo plays must be founded on a principle of giving the people what they want," Dr. H. G. Stafford today when asked what Aloha had to offer to the moving picture director. "The play is the thing. You might take scenes of the Palm, the palm trees, the surf riders and other sights that Hawaii can boast of, but unless you get these in a certain form your photoplay will not be a success."

Dr. Stafford is known as one of the five directors in the country who can produce a feature film from beginning to end. He knows the scenario end, the light, the background and the setting end. He was asked to give a clear conservative statement of what can be expected from the photo play business here.

"I have been here before and fully realized before visiting Hawaii the second time that these islands had much to offer the moving picture people. In the first place the light here is such that in the morning the company can work in the scenes, and Hawaii can give more light than the mainland. That is one advantage you have."

"In Hawaii there is the merging of the Oriental and the Occidental, something that cannot be obtained on the mainland. This is an asset to the moving picture people, but it must be remembered that the scenes which could be taken of Japanese or Chinese life are only a small part of the moving picture business."

"I was very much surprised to hear a man state today, while talking on the moving picture subject, that he did not see why a moving picture company should use a studio, with so much wonderful scenery around. This man had a queer conception of the work that is necessary in making a successful film."

"Without a studio the moving picture people would be like an automobile without wheels. The people who spend their money to see the pictures in the present day want effects, and although much expense is saved in having a background of rich foliage, beautiful scenes and cosmopolitan atmosphere, still one must remember that the play or story is the thing."

"A company must bank on producing pictures here fully up to the standard of the best on the coast. Naturally the filming of pictures here will do much to give Hawaii a place in the sun, but the Aloha Film Company will work along the lines of building up an industry, and aim to produce pictures that will not be excelled anywhere."

"In a conversation with one of the leading business men of Honolulu yesterday he said to me that Hawaii will be benefited more by the production of pictures that will be valuable, than by the production of plays that will show all Hawaii's scenery and fail to bring in box office receipts. I think this man has the idea that will be followed."

"If the Aloha Film Company can send out pictures that rank with the best in America, then we have accomplished our mission. It is a question of dollars and cents, and there are many features here that will help to that end, but the people of Honolulu must realize that the play is the thing and this will not be sacrificed for the sake of scenery."

"Albert Capellani, one of the noted European directors, says that in producing a play the story is rated at 50 per cent, the star at 30 per cent and the director at 20 per cent. I differ with him in one respect. I believe that the play is rated at 50 per cent, the director at 50 per cent and the star at 20 per cent. In present day directing the star is told what to do and many of the famous productions have not featured stars."

"The soft light in Hawaii is wonderful and to one who pays attention to this point is worth much. The filming of pictures here should be a success. There must be no cheap pictures. There is a vast difference between cheapness and economy. Looking at every angle I believe that in a short time there will be at least four companies working under the Aloha Film Company. Plans have already been drawn up for the studio, and in a short time I hope to be able to announce our definite plans," he concluded.

THEATRICAL OFFERINGS

LITTLE CHARLIE CHAPLIN IN TOWN

Honoluluans who have been on the downtown streets during the past few days have been highly amused at the appearance of a semi-dapper little chap wandering blithely up and down here and there, hither and thither, and every old whichaway; a little chap with a "shokey" little walk, a "bendy" little cane—stick it would be called by Ruggles; with a queer looking cut-away coat; a battered little derby hat—"bowler" to be correct and in accord once more with Mr. Ruggles—in fact with all the necessary trimmings, including the abbreviated moustache, to bring instantly to mind one Charlie Chaplin. This little vest-pocket edition of the world's leading—at least highest salaried—film comedian has been calling attention to the fact that Chaplin himself is appearing at the Bijou and undoubtedly many have journeyed to the theater as a result of this clever piece of advertising work on the part of the Bijou management.

Whether this is the case or not Charlie Chaplin is drawing them in, amusing them in rare style for a couple of hours and sending them forth with sides aching as the result of a pair of hours of solid laughter. The vehicle employed is "Tillie's Punctured Romance," and Chaplin's principal support divides with him the honors of the comedy. She is Marie Dressler, than whom there is no more accomplished comedienne on the American stage.

ROMANCE LINGERS AT THE LIBERTY

Many people are of the opinion that the days of romance are gone forever. This is far from true, for those who enjoy the most recent invention for the entertainment of mankind—the photo-drama. At the Liberty theater there is now being shown a film entitled "To Have and To Hold," and it seems with romance and adventure. It also brings a new film star to the Liberty over the Paramount Picture circuit. This star is Mae Murray and she gives every promise of ranking with the leading artists of the Paramount service.

To return to the romance and adventure: The scenes are laid about 1681, during which year Sir Edwin Sandy sent from England 90 maids as wives for the Virginia colonists. These maids were known as "Sir Edwin's Doves" and the price paid for them ranged from 100 to 150 pounds of tobacco. Upon this fact the story of "To Have and To Hold" is built. The film alleged that Lady Joslyn Leigh, ward of King James, substituted herself for her maid and became one of the "doves" rather than marry the man selected for her by the king.

In Virginia she marries, but the king's choice follows her and her Virginia spouse is compelled to fight early and often to hold his bride.

'A WOMAN'S PAST' GRIPPING DRAMA

Patrons of the Hawaii theater still remember, with hot a little pleasure, the splendid work of Nance O'Neil in "Kreutzer Sonata," in "Princess Romanoff" and in every film in which she has appeared in Honolulu. Her work has been of such a nature that she has earned title as one of the leading emotional stars of the films. Nance O'Neil is adding to that reputation during the present week in "A Woman's Past," her latest offering to the silent drama. From a standpoint of emotional acting it is probably superior to her previous efforts. The supporting cast is equally as good as any with which she has previously appeared.

The title plainly tells the story. It is the woman's past that rises to haunt her in the present and to ruin her efforts to live an upright life. It touches without gloves the present standard of judgment of the man and of the woman. The climax is presented at the trial in which the woman is declared guilty of a murder committed by her husband—the murder of the man who had betrayed her. She is freed through—well, providence!

EMPIRE THEATER

Program Beginning at 1:30 p. m. Until 4 p. m.

Evening (Two Shows), 6:30 and 8:30 SPECIAL PROGRAM FOR TODAY AND EVENING

"The Kidnapped Stock Broker" (two-part drama), Vitagraph.

"Mag of the Cliffs" (drama), Lubin.

"Dreamy Dud in Love" (comedy), Essanay.

"Heart-Selig News" (illustrated), Selig.

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LECTURER IS MUCH PLEASED WITH PICTURES

E. M. Newman, globe trotter, lecturer and artist, will leave this afternoon for the mainland on the Niagara and take with him films of many island scenes for use during the coming lecture season and many more recollections which will linger with him far longer. His stay here was short, but during that stay he was busy and accomplished much.

Newman says that he secured some specially fine pictures on Hawaii, especially at the volcano, where he obtained effects that will be novel to those who have never seen an active crater. Commenting on his visit to the Big Island he said that he found the trip to the volcano far easier than he had expected and the roads leading there better. His visit was, he said, most enjoyable. He expressed warm appreciation of the efforts that were made to make his visit as profitable to him in his preparation for the winter's lectures as it was pleasant in all ways.

-BACKACHE? -RHEUMATISM? -RUN DOWN?

Those of us who are past middle age are prone to eat too much meat and in consequence deposit lime-salts in the arteries, veins and joints. We often suffer from twinges of rheumatism or lumbago, sometimes from gout, swollen hands or feet. There is no longer the slightest need of this, however, as the new prescription, "Anuric," is bound to give immediate results as it is many times more potent than lithia, in ridding the impoverished blood of its poisons by way of the kidneys. It can be obtained at almost any drug store, by simply asking for "Anuric" for kidneys or backache. It will overcome such conditions as rheumatism, dropsical swellings, cold extremities, scalding and burning urine and sleeplessness due to constant arising from bed at night.—Adv.

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"Tillie's Punctured Romance"

Repeated for the benefit of the patrons who were not acquainted with Charlie Chaplin a year ago. A comedy photo-play masterpiece in six reels that made Charlie Chaplin famous. The world's greatest comedy sensation.

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